

TRADE SHOW OPPORTUNITY

GREAT AMERICAN FOOD

CAIRO, EGYPT

What:

The 5th Great American Food Festival



Why:

The objective of the festival is to promote American cuisine, to increase demand for American products at five-star hotels and restaurants and to acquaint Egyptian consumers with the high quality and diversity of American food products.



To add a festive atmosphere to the event, we will highlight various types of American cuisine from different regions of the United States. An American band and a local band will entertain festival participants.

Show Profile:

- U.S. suppliers introducing new-to-market products to the Egyptian market
- Egyptian companies importing U.S. products
- Egyptian companies manufacturing under license from U.S.-origin companies
- Franchisees, travel agencies, banks, airlines and other service providers

Best Products:

Beef bacon, frozen fruits, almonds, hazelnuts, pecans (in small quantities), Tex-Mex items, specialty flour, muffin mix, canned fruits, cheeses (jack, cheddar), seafood (scallops, soft crabs, saltwater fish), herbs, pancake syrups, wines, beer (alcoholic and nonalcoholic), and root beer

Location:

Cairo Marriott Hotel
Cairo, Egypt

Dates:

Sept. 22-28, 2004

Deadline:

June 13, 2004



Contacts:

Manal L. El Masry
FAS Office of Agricultural Affairs
Cairo, Egypt
Tel.: (011-20-2) 797-2388/2389
Fax: (011-20-2) 796-3989
E-mail: manal.masry@usda.gov

Tobitha Jones
FAS Trade Show Office
Washington, DC 20250
Tel.: (202) 690-1182
Fax: (202) 690-4374
E-mail: Tobitha.Jones@usda.gov